

## REMARKS

### I. Claim Rejections Under 35 U.S.C. §112

In the Office Action, the Examiner has rejected Claims 17 under 35 U.S.C. § 112, second paragraph as allegedly failing to comply with the written description requirement. The Examiner contends that the original specification filed September 15, 2000 does not teach that a main computer verifies authenticity of a user and allows compilation of video data to form a video stream to be displayed. Applicants respectfully disagree. Figures 3-7 and the specification page 10, line 17 - page 14, line 12 clearly disclose a main computer verifying authenticity of a user and allowing compilation of video data to form a video stream to be displayed. Figures 3-5 disclose the verification and registration process. Figure 7 shows a process for complying and downloading a video stream to be displayed. With regards to Claims 11-18, no new matter has been added which wasn't originally disclosed in the patent application as filed. However, in order to expedite prosecution of the subject patent application, Applicants have cancelled Claim 17.

### II. 35 U.S.C. §103

In the Office Action, the Examiner has rejected Claims 11-16 and 18 under 35 U.S.C. § 103(a) as allegedly being unpatentable over Hunter, U.S. Patent 6,424,998, in view of Amo, U.S. Patent 5,884,181.

Applicant respectfully disagrees. However, to further patently distinguish Applicants claimed invention from the cited prior art, Applicants have amended Claim 11. Claim 11 now claims:

An apparatus for a wireless electronic billboard commerce system comprised of:

a plurality of electronic billboards wherein each electronic billboard comprises:

a video display for showing a video stream;  
a billboard computer, said billboard computer is coupled to and controls said video display; and  
a billboard antenna coupled to said billboard computer for transferring video data to said billboard computer;

a main computer, said main computer is connected to a global computer network;

a communication system comprised of a communication server and a transmission antenna, said communication server is connected to said main computer, said transmission antenna is connected to said communication server;

a registration system to allow a party to become a registered user of said wireless electronic billboard commerce system;

login system coupled to the registration system to allow registered users access to said wireless electronic billboard commerce system;

a video advertisement stored as a digital file, said digital file is uploaded to said main computer through said global computer network, said main computer transfers said digital file to said communication system, said communication system transmits said digital file as a signal, said billboard antenna receives said signal, said billboard computer processes said signal, said billboard computer shows said signal on said video display as a video stream;

an ad creation system for creating new video advertisements to display on at least one of said plurality of electronic billboards; and

an access purchase system that provides a table of billboard information, said table of billboard information includes a listing of available locations, a listing of available time periods, and a listing of prices, said access purchase system searches a database to determine if said electronic billboard is available to display said advertisement at a requested location and a requested time.

Applicants claim an apparatus for a wireless electronic billboard commerce system. The wireless electronic billboard commerce system has a registration system to allow a party to become a registered user of the wireless electronic billboard commerce system. A login system is coupled to the registration system which allows registered users access to the wireless electronic billboard commerce system. An ad creation system is coupled to the login system. The ad creation system allows users to create new video advertisements to display on at least one of said plurality of electronic billboards.

In contrast, neither Hunter nor Amo nor any other reference cited by the Examiner disclose the ad creation system coupled to a login system which allows users to create new video advertisements to display on at least one of said plurality of electronic billboards. Applicants have read through the references cited by the Examiner. Nowhere is an ad creation system which allows users to create new video advertisements to display on at least one of said plurality of electronic billboards disclosed.

Applicants respectfully submit that the reasons stated above overcomes the Examiner's rejection under 35 U.S.C. § 103(a). Such action is earnestly solicited.

### III. Conclusion


Applicants respectfully submit that Applicant's claimed invention is deserving of patent protection because it describes a useful and functioning apparatus which is patentably distinguishable over the prior art.

In conclusion, Applicants respectfully submit that this Amendment Letter, including the amendments to the Claims, in view of the Remarks offered in conjunction therewith, are fully responsive to all aspects of the objections and rejections tendered by the Examiner in the Office Action. Applicants respectfully submit that he has persuasively demonstrated that the above-identified Patent Application, including Claims 11-16 and 18 are in condition for allowance. Such action is earnestly solicited.

If the foregoing does not place the case in condition for immediate allowance, the Examiner is respectfully requested to contact the undersigned for purposes of a telephone interview.

If there are any fees incurred by this Amendment Letter, please deduct them from our Deposit Account NO. 23-0830.

Respectfully submitted,

  
Jeffrey D. Moy  
Reg. No. 39,307  
Attorney for Applicants

Weiss & Moy, P.C.  
4204 N. Brown Ave.  
Scottsdale, AZ 85251  
(480) 994-8888 (Phone)  
(480) 947-2663 (Fax)

JDM/msw